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CHEERFUL GIVERS HELP UM BUILD CENTERS
TO MAKE LIFE BETTER FOR MONTANANS

By Maribeth Dwyer
UM University Relations

MISSOULA--

The Performing Arts/Radio-Television Center rapidly rising on the University of Montana campus in Missoula and the all-but-finished Forestry Center at UM's 28,000-acre Lubrecht Experimental Forest near Greenough are monuments to a new spirit of cooperation between the public and private sectors.

The University historically has depended upon legislative appropriations to pay for construction of academic buildings. The \$683,000 Forestry Center, however, was built without a single tax dollar, and the \$8.6 million Performing Arts/Radio-TV Center drew support from private sources to an unprecedented degree.

Secretaries and chief executive officers, students and teachers, ranchers and city dwellers--all kinds of individuals as well as organizations--stand to benefit from the new facilities. And in large numbers the potential beneficiaries backed their enthusiasm for the projects with solid donations.

The center at Lubrecht, to be dedicated Oct. 7, is headquarters of the Mission-oriented Research Program (MORP) in the UM forestry school. MORP inventories Montana forest resources, determines potential forest production and conducts research. The results of these activities provide guidance in forest-management

(over)

CHEERFUL GIVERS -- add one

practices to the forest products industry, public agencies and private landowners.

Construction was financed by gifts that included \$524,000 from the M.J. Murdock Charitable Trust, \$30,000 from Champion International Corporation and \$25,000 from Burlington Northern Foundation. The \$104,000 balance came from 15 companies and individuals.

Champion International and Burlington Northern also supported the Performing Arts/Radio-TV Center in a big way, each giving \$100,000.

The Montana Legislature had authorized construction in April 1981 and had appropriated \$7.5 million toward the \$8.6 million cost. The University was charged with finding the remaining \$1.1 million for the building to house a number of performance and instructional programs of the Schools of Fine Arts and Journalism.

The UM Foundation launched a fund-raising effort in September 1981 that brought in \$1,165,938 in gifts and pledges by the following summer. The foundation is a non-profit corporation that solicits private gifts to support vital University projects.

The UM Alumni Association "sold" seats in the center's proscenium theater to 635 individuals at \$450 apiece, adding \$285,750 to the campaign coffers.

Great Falls businesses played an important part in the campaign. Major corporate gifts came from D.A. Davidson & Co., Buttrey Corp. and the Great Falls Gas Co.

Great Falls residents were generous, too. One of them, Dot Rector, gave \$10,000, as did her sister, Ann Rector Williams of Arnold, Calif. Other California donors include UM alums Carroll and Nancy O'Connor, who each donated \$20,000. The O'Connors also wrote a letter to alumni asking them to contribute, and many responded to the request.

Just as necessary to the success of the campaign as big gifts from the few were small gifts from the many.

(more)

CHEERFUL GIVERS -- add two

A total of \$15,749 was given by 105 University employees. And UM students voted overwhelmingly in favor of using their building fees to help make up the difference between the amount raised and the campaign goal of \$1.1 million.

The campaign closed officially in July 1982 but donations are still trickling in. These are used to reduce the amount of student fees tapped. In August 1983, the grand total given by corporations and individuals stood at \$1,235,925.

The success of the efforts to raise funds for the Performing Arts/Radio-TV Center and the Forestry Center at Lubrecht Experimental Forest proves that people will give cheerfully to help a public university build facilities that will make a difference in the educational, cultural and economic life of Montana.

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